

Crossroads

Monthly News on Ridesharing and Alternative Work Schedules

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On the Campaign Trail

H

ow do you get people out of their cars and into ridesharing arrangements? It's a challenge faced by organizations throughout the nation. Here, *Crossroads* highlights some recent campaigns that found innovative ways to solve an age-old problem.

Take a simple theme and put it to work. That's what the City of Bellevue did with its Tool Kit campaign. Special kits gave drivers the "tools" they needed to rideshare, including a transit map, informative handbook and note pad. Commuters entered a sweepstakes to say why they or a friend were a "One Less Car Star." The contest was a chance to be noticed for ridesharing and win gift certificates worth up to \$750. The City also got noticed, earning a 1996 Association for Commuter Transportation (ACT) national award for "creative excellence."

Riverside County Transportation Commission's Advantage Rideshare and San Bernardino Associated Government's Option

Rideshare programs offer commuters up to \$2 a day in gift certificates as an incentive to try ridesharing. While people earn cash rewards for their efforts, the county agencies earned a 1996 Way to Go award from the U.S. Environmental Protection Agency, for "innovative use of market incentives."

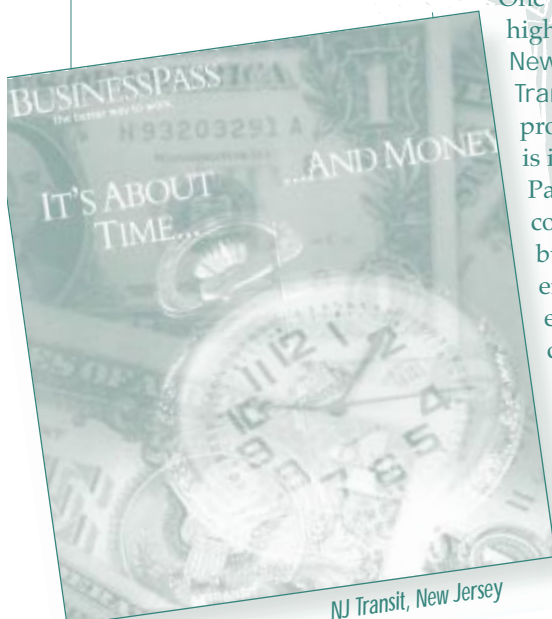
One of the highlights of New Jersey Transit's program is its Business-Pass that lets companies provide bus passes to employees more easily and at less cost. The theme was summed up in one of the program's brochures: "It's About Time...And Money. Save Both."

CROSSROADS HIGHLIGHTS SOME OF THE NOTABLE TRANSPORTATION CAMPAIGNS FROM ACROSS THE NATION

Employers made waves with campaigns this year. Bank of America expanded on its employee rideshare program. The bank launched The New BEAT (Bank of America Employee Alternative Transportation), which uses a point system to reward ridesharers. GTE California introduced Otto, a cartoon car mascot that reminded employees, "You 'otto' rideshare!" Otto made an appearance in contests, calendars and other employee outreach efforts.



Commuterride, Boise, ID



NJ Transit, New Jersey



City of Bellevue Transportation Department



(Continued from page 1)

The Regional Public Transportation Authority/Valley Metro in Maricopa County, AZ, decided to get its message to a new audience by designing a web site. The cost? Nothing, according to the agency, which won a Golden Shoestring award from ACT.

In St. Louis, RideFinders experimented with some fresh advertising avenues, such as sending vanpool discount coupons in at-home circulars, posting "table tent" cards at malls and sending bi-monthly newsletters to commuters as well as employers.

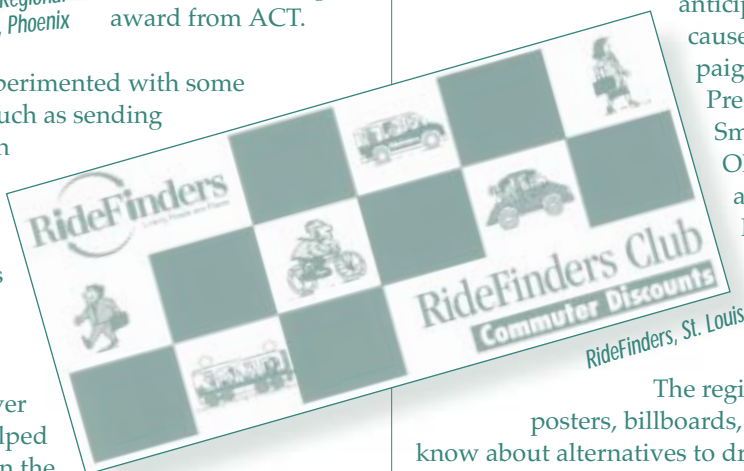
Carpool Diem! Seize the Day...Share the Way! A clever play on a familiar phrase helped the Commuteride program in the Boise, ID area win a national industry award.

Just in time for the holidays: an idea from the Franklin Shuttle in San Mateo, CA that's no turkey! People who took the Franklin Shuttle just before Thanksgiving last year received Cluck Bucks, which served as raffle tickets for groceries or pies. More than 700 people participated.

At Commute Connections in Atlanta, the recent Olympics gave them a chance to show their "medal" in beating traffic. A direct mail piece sent to 4,000 CEOs gave tips for getting their "team" to work during the

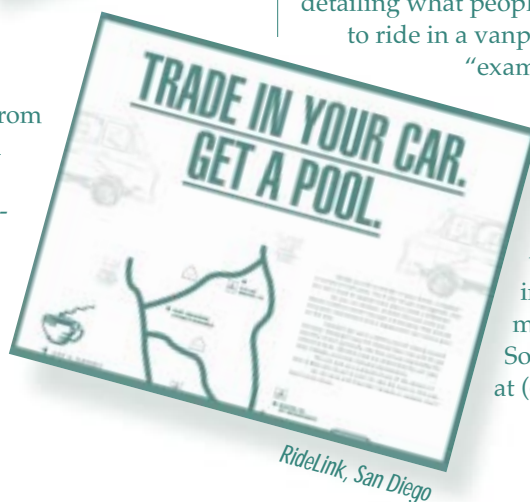


anticipated increase in traffic caused by the games. The campaign focused on long-term results. Pre-game ads urged, "Make a Smart Move During the Olympics." Afterwards, the agency added, "It Works: Now Make a Smart Move for Good."



Bright yellow graphics were sure to catch the eyes of commuters in San Diego.

The region's agency, RideLink, used posters, billboards, and direct mail to let people know about alternatives to driving alone. A brochure detailing what people could do when giving up driving to ride in a vanpool included, "count your moola," "examine your briefs" (meaning, of course, briefcases), and "eat a danish with both hands."



ACT presents awards each year to outstanding transportation programs throughout the United States. For more information on ACT awards and memberships, call (202) 393-3497 or in Southern California, call Richard Dial at (619) 522-6578.

Promotional Ideas for November

The famous New York City marathon is this month. Hold a walk-a-thon of your own, urging employees to walk to work—or at least to their local bus stop.



Host a Turkey Trot, a contest that pits department against department to see which can get the most ridesharers during a designated day. The losers must cook (or order-in) a Turkey-day feast for the others.

Another Thanksgiving promotion: Hold an essay contest for employees' kids (100 words or less) on how they'd get adults to stop "gobbling up" all the earth's natural resources.

Idea Exchange

Thanks to creative efforts by ETCs, thousands of commuters tried ridesharing during California Rideshare Week '96, which was Oct. 7-11. Here, *Crossroads* highlights just a few of the campaigns from the week.



Put on those walking shoes! About 50 employees at the City of Carson joined a "walk-a-thon" from City Hall to the South Bay Pavilion for Rideshare Week. "The event is unique since employees are walking on their off-day," says ETC Deborah Brown, referring to the City's 4/40 work schedule.

Jello-slurping, Lifesavers-tossing and body fat-testing were among the activities at the City of Garden Grove's eighth annual fair, according to ETC Marti Winn.

Miller Freeman company in Laguna Beach matched donations from employees who gave the coupons that they earned for carpooling (each worth \$3) to a local charity.

Have an idea to share? Fax ideas to Jill Smolinski, *Crossroads* editor, at (213) 236-1803, and include a contact name, phone number, address and fax number.

Freebies

▲ For a free copy of *California's Parking Cash Out Law: A Guide for Employers* send a self-addressed 9" x 12" envelope stamped with \$1.01 in postage to Southern California Rideshare, Parking Cash-Out Offer, 611 W. Sixth St., 37th Fl., Los Angeles, CA 90017.

▲ Metrolink offers free system maps and timetables. Call Linda Apodaca at (213) 452-0293.

Do you offer anything free or almost free that would be of interest to ETCs? Fax information to (213) 236-1803, attn. *Crossroads* Editor.

Smart Ideas

CURBING TRAFFIC ON THE NATION'S BUSIEST FREEWAY

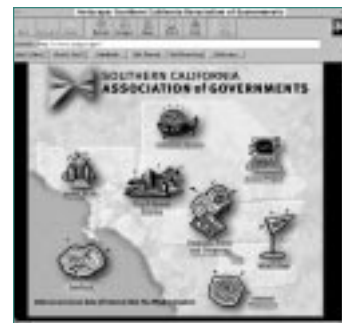
The Smart Corridor, a \$48 million demonstration project that launched last month, links high-tech traffic systems on the Santa Monica Freeway and surrounding city streets. The project uses sensors and cameras to feed information to a "command center," which then guides motorists to faster routes on major surface streets. Motorists can also get traffic updates from special radio stations (1510 and 1620 AM). Says MTA Chair Larry Zarian, "We have termed the system the Smart Corridor because it will use all these electronic intelligence gathering devices to help keep traffic moving more quickly." The project is expected to increase average motorists' speeds by 15 percent once it is completely installed.

PAPERLESS SURVEYING MADE AVAILABLE

Still want RideGuides, but don't want to hand out surveys to employees? Ask about Southern California Rideshare's "paperless" survey. You may be able to register employees by transferring data from existing files, such as personnel records. To see if you qualify, call your account executive or (213) 236-1984.

Sites Worth Noting

Southern California Association of Government's Web Site received honorable mention among "AlphaServer Sites Worth Noting" from Digital InfoCenter. The site (www.scag.ca.gov) includes a "Commute" option that allows users to order RideGuide commute planners, find carpool partners, locate Park & Ride lots, generate a transit itinerary and more.



Advertise Your Vanpool Free on the World Wide Web

We'll help you get the word out to commuters about seats available on your van. Fill in the form here. Then fax it to Southern California Rideshare at (213) 236-1803, attn. Donna Blanchard, to be included as part of a regional listing of vanpools.

I _____ give my permission to Southern California Rideshare to advertise our vanpool on the Internet to encourage ridesharing. I can be contacted either by my e-mail address _____

or by phone at _____ ext. _____

Vanpool origin _____
City _____ Cross streets _____

Vanpool destination _____
City _____ Cross streets _____

Work hours: _____ a.m. to _____ p.m.

Other pertinent information: _____

Southern California Association of Governments Officers:

Dick Kelly, President, and Mayor Pro Tem, City of Palm Desert; Yvonne Brathwaite Burke, First Vice President and Supervisor, County of Los Angeles; Bob Bartlett, Second Vice President and Mayor, City of Monrovia; and Bob Buster, Immediate Past President and Supervisor, County of Riverside.

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Los Angeles, CA 90017-3127
Business: (213) 236-1801

Northern Los Angeles

704 E. Palmdale Blvd.
Palmdale, CA 93550
Business: (805) 273-2425

Ventura

950 County Square Dr., Suite 101
Ventura, CA 93003
Business: (805) 656-2477



Inland Empire Commuter Services

1746 Spruce St.
P.O. Box 51780
Riverside, CA 92517-2780
Business: (909) 341-9394

Commuter Information:

1-800-COMMUTE

<http://www.scag.ca.gov>

<http://www.scag.ca.gov/commute>

CROSSROADS

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For subscription information or to change your *Crossroads* mailing address, contact your Southern California Rideshare account executive at the rideshare office nearest you or Karen Wilson at (213) 236-1984. Southern California Rideshare is a department of the Southern California Association of Governments.

▲ NS0217-10/96



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SB 836 Update

SB 836 was signed by the Governor on Sept. 27. The new state law will raise the Rule 2202 threshold from 100 to 250 employees on Jan. 1, 1997.

The South Coast Air Quality Management District has issued several policies for employers who have fewer than 250 employees and are no longer covered by the regulation. According to the AQMD...

IF YOUR COMPANY

THEN

▲ Paid into the Air Quality Management Program for compliance past Dec. 31, 1996

You will be reimbursed for the unused portion of your investment amount

▲ Filed and received approval for a registration for old vehicle scrapping

Credits to cover compliance through Dec. 31, 1996, need to be surrendered to the AQMD

▲ Turned in Mobile Source Emission Reduction Credits (MSERCs) for compliance past Dec. 31, 1996

You will be reimbursed the prorated fraction of your MSERCs that corresponds to your compliance period past Dec. 31

▲ Has a submittal due from Sept. 1 through Dec. 31, 1996?

Only the average vehicle ridership (AVR) calculation will be required to be submitted; no filing fee will be assessed by the AQMD for that submittal

▲ Filed a submittal after Sept. 1 that has not yet been evaluated by AQMD staff

Your filing fees will be refunded

▲ Has a submittal due between Sept. 1 and Dec. 31, 1996 but is seeking an alternative to surveying for AVR

You may participate in any of the available alternatives under Rule 2202, such as AQIP, paying a prorated portion of the annual fee or, or other.

For more information, call the AQMD at (909) 396-3271.

Pete Wilson

Governor, State of California

Dean R. Dunphy

Secretary, Business, Transportation and Housing Agency

James W. van Loben Sels

Director, Caltrans

Ken Steele

District Director, Caltrans District 7

Frank L. Quon

Chief, Division of Operations, Caltrans District 7

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District Director, Caltrans District 8

Brent Felker

District Director, Caltrans District 12

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SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS

